



**NEWS RELEASE
FOR IMMEDIATE RELEASE
April 7, 2010**

Lafayette, Indiana – At a news conference at 10:00 a.m. today, public safety agencies in Tippecanoe and surrounding counties announced the launch of a new Community Information Service designed to deliver important and timely information to residents in the Greater Lafayette area using the latest technology.

This service, created by Nixle, LLC delivers trustworthy and important neighborhood-level public safety and community event notifications by web, e-mail, and cell phone.

Nixle is simple, trusted and available at no cost.

Residents in this region can now take advantage of Nixle! Nixle is a community information service that alerts you to public safety threats and community events via web, e-mail, and cell phone. Sign up at www.nixle.com to register.

Register now and learn more at www.nixle.com. Then share this new service with friends and neighbors to spread the word!

We are very excited to have you experience it for yourself.

According to Lafayette Police Chief Don Roush, “The volume of information that Nixle allows us to share with our customers will significantly increase the public’s ability to in turn share information with us. Ultimately this information sharing process will help us solve problems and keep our community safe.”

Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and through Web access. Nixle is offered at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers.

For now, Greater Lafayette residents will be able to receive police-related information and municipal government information via Nixle. Channels providing other kinds of information are expected to be introduced in the future.

Craig Mitnick, the founder and CEO of Nixle, said Nixle differs from current services such as Facebook, MySpace and Twitter, which provide unauthenticated platforms for connections. Nixle solves that problem by providing a single standardized service for consumers to receive immediate and credible neighborhood-level public safety and community information.

“Nixle is a first-of-its-kind tool for communities that need to provide critical information to their residents,” said Craig Mitnick, founder and CEO. “When it comes to public safety

information, you have to trust the source. Residents of Greater Lafayette can rest easy that the local messages they receive are authentic.”

About Nixle:

Nixle is a community information service provider built exclusively to provide secure and reliable communications. It is the first authenticated and secure service that connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and via Web access. Nixle has secured a partnership with Nlets (the International Justice and Public Safety Network), allowing local police departments nationwide to send immediate alerts and advisories. Privately funded Nixle, which has offices in New Jersey and California, is available at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers. For more information, visit www.nixle.com.